

Peer Review Plan

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| Preliminary Title: | Promoting the Consumption of Fruits and Vegetables: The Coupon Option | | |
| Type of Report (ERR, EIB, EB) | ERR | | |
| | <input checked="" type="checkbox"/> | Influential Scientific Information | |
| Agency: | Economic Research Service | <input type="checkbox"/> | Highly Influential Scientific Assessment |
| | USDA | | |
| Agency Contact: | Elise Golan, egolan@ers.usda.gov | | |
| Subject of Review: | Manufacturers use grocery coupons to promote consumption of food products, including fruits and vegetables. U.S. Department of Agriculture and other Federal agencies administer a variety of food and nutrition assistance programs to promote fruits and vegetables as well. This study uses actual household purchase data and a consumer demand model to examine coupon effects on household fruit and vegetable purchases. The data is from the Nielsen Homescan Panel, which includes household purchase information for fruits and vegetables as well as households' demographic characteristics. To estimate the dual effect of coupons on fruit and vegetable demand, we adapt the marked purchase renewal model by defining two variables that may affect purchase quantity and/or frequency. These variables are the net price paid and an indicator variable that tracks whether a coupon was used for a given purchase. | | |
| Purpose of Review: | The purpose of the review is to ensure the high-quality of the economic analysis, transparent explanation of methods, objective interpretation of results, and effective communication to the intended audience. | | |
| Type of Review: | <input type="checkbox"/> | Panel Review | <input checked="" type="checkbox"/> Individual Reviewers |
| | <input type="checkbox"/> | Alternative Process (Briefly Explain): | |
| Timing of Review (Est.): | Start: | 11/07/08 | End: XX/XX/XX Completed: XX/XX/XX |
| Number of Reviewers: | <input type="checkbox"/> | 3 or fewer | <input checked="" type="checkbox"/> 4 to 10 <input type="checkbox"/> More than 10 |
| Primary Disciplines/Types of Expertise Needed for Review: | Economists | | |
| Reviewers selected by: | <input checked="" type="checkbox"/> | Agency | <input type="checkbox"/> Designated Outside Organization |
| | Organization's Name: | | |
| Opportunities for Public Comment? | <input type="checkbox"/> | Yes | <input checked="" type="checkbox"/> No |
| | If yes, briefly state how and when these opportunities will be provided: | | |
| | How: | | |
| | When: | | |
| Peer Reviewers Provided with Public Comments? | <input type="checkbox"/> | Yes | <input checked="" type="checkbox"/> No |
| Public Nominations Requested for Review Panel? | <input type="checkbox"/> | Yes | <input checked="" type="checkbox"/> No |